

CERTIFICATE OF ELECTRONIC TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:  
Date: July 17, 2007 Name: Scott A. Timmerman Signature: /Scott A. Timmerman/

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Appln. of: Elliot Yasnovsky et al.

Appln. No.: 10/700,837

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM  
FOR SELLING ADVERTISING

BHGL Ref. No.: 12729/38

Yahoo! Ref. No: Y00239US01

Examiner: Namrata Boveja

Art Unit: 3622

Confirmation No.: 5781

**INFORMATION DISCLOSURE STATEMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

In accordance with the duty of disclosure under 37 C.F.R. §1.56 and §§1.97-1.98, and more particularly in accordance with 37 C.F.R. §1.97(b), Applicants hereby cite the following reference(s):

**U.S. PATENT DOCUMENTS**

DOCUMENT NUMBER	DATE	NAME
Number-kind Code (if known)		
5999914	12/07/1999	Blinn et al.
20030050847 A1	3/13/2003	Bleicken et al.

Applicants are enclosing Form PTO-1449 (one sheet), along with a copy of each listed reference for which a copy is required under 37 C.F.R. §1.98(a)(2). As each of the listed references is in English, no further commentary is believed to be necessary,

37 C.F.R §1.98(a)(3). Applicants respectfully request the Examiner's consideration of the above reference(s) and entry thereof into the record of this application.

By submitting this Statement, Applicants are attempting to fully comply with the duty of candor and good faith mandated by 37 C.F.R. §1.56. As such, this Statement is not intended to constitute an admission that any of the enclosed references, or other information referred to therein, constitutes "prior art" or is otherwise "material to patentability," as that phrase is defined in 37 C.F.R. §1.56(a).

Applicants have calculated no fee to be due in connection with the filing of this Statement. However, the Director is authorized to charge any fee deficiency associated with the filing of this Statement to a deposit account, as authorized in the Transmittal accompanying this Statement.

Respectfully submitted,

July 17, 2007  
Date

/Scott A. Timmerman/

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FORM PTO-1449		SERIAL NO. 10/700,837	BHGL REF. NO. 12729/38 YAHOO! REF. NO. Y00239US01
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT		FILED November 3, 2003	GROUP ART UNIT 3622 CONFIRMATION NO. 5781
(use several sheets if necessary)		APPLICANT(S): Elliot Yasnovsky et al.	

**REFERENCE DESIGNATION                    U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
A1	5999914	12/07/1999	Blinn et al.		
A2	20030050847 A1	3/13/2003	Bleicken et al.		

**FOREIGN PATENT DOCUMENTS**

EXAMINER INITIAL	DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES OR NO

EXAMINER INITIAL	OTHER ART – NON PATENT LITERATURE DOCUMENTS <small>(Include name of author, title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date page(s), volume-issue number(s), publisher, city and/or country where published.)</small>

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609;  
Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.